

**ABSTRACT**

In an online marketplace environment, a connection provider can provide metrics to a seller of items relating to items for sale on one or more online sales channels. In one implementation, a method describes receiving information that describes one or more items for sale by the seller, and facilitating a sale of the items through one or more online sales channels. Metrics are reported to the seller regarding the one or more items for sale on the one or more online sales channels, in which the metrics include top-line highlights, bottom-line highlights, SKU-level information, and an executive summary.

10357026.doc